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The University of Montana

NEWS RELEASE

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UM REUNITES ADMISSIONS, NEW STUDENT SERVICES

MISSOULA --

The University of Montana's Admissions Office and New Student Services will merge July 1 to provide a unified, streamlined approach to communicating with incoming students.

The merger will return the operations to the unified status they held until 1989, when special challenges in both areas prompted the creation of two separate offices, Dean of Students Barbara Hollmann said.

The time is right for reuniting the functions, Hollmann said, since Admissions Director Mike Akin is retiring effective June 30. New Student Services Director Frank Matule will coordinate the merger and serve as interim director of the combined operation, she said.

When the functions separated in 1989, she said, "the admissions people were concentrating heavily on implementing new admissions standards and working with high school counselors, parents and students about what those new standards would mean. At the same time we needed to be putting a lot of time and creative energy into a more strategic marketing and recruiting plan."

"Both of those tasks have been accomplished, and we have a new task now," Hollmann said.

"We need to bring those two functions back together now and get them operating collaboratively and a little smoother."

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